



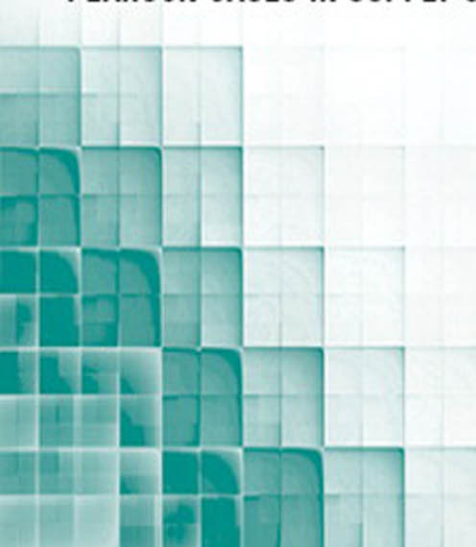
Joe's Coin Shop

Entry Into Online Auctions

MATTHEW J. DRAKE

with Charles A. Wood, Duquesne University

PEARSON CASES IN SUPPLY CHAIN MANAGEMENT AND ANALYTICS



The case is reprinted from
The Applied Business Analytics Casebook
by Matthew J. Drake

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Joe's Coin Shop: Entry into Online Auctions

Charles A. Wood, Duquesne University

Introduction

Joe Murphy, founder of Joe's Coin Shop, sits back in his office chair to reflect on his 15-year-old business. It sure has been tough over the last decade, but the last couple of years have shown a profit. Joe thinks it is going to finally be okay, but he still wonders about the future direction of his company.

Company History

Joe remembered earning an MBA from a local college and working for a major corporation before deciding to go into business for himself. Joe thought that there could be nothing better than running a rare coin shop. Joe had been collecting coins since the fifth grade, and he knew all about how they are graded, what dealers typically offer for coins, and what they sell them for. It seemed like a natural fit. For the first five years, Joe had done really well for himself. He steadily improved sales and profitability up until his pinnacle in 2005, when Joe's Coin Shop had just broken \$1 million in net income. Joe